



Charlotte City Council  
Economic Development Committee  
Summary  
October 31, 2018

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**COMMITTEE AGENDA TOPICS**

- I. Economic Development Strategic Plan/NewCo (no action required)

**COMMITTEE INFORMATION**

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**Committee Members Present:** James Mitchell (Chair), Ed Driggs (Vice Chair), Matt Newton, Justin Harlow and LaWana Mayfield

**Additional Council Present:** Tariq Bokhari, Braxton Winston

**Guest(s):** Ernie Reigel, Interim Director, NewCo

**Staff Resource:** Tracy Dodson, City Manager's Office

**Meeting Duration:** 2:30 p.m. – 3:50p.m.

**ATTACHMENTS**

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1. Agenda – October 31, 2018
2. Presentation – Our New Approach to Economic Development
3. Handout – Matrix

**DISCUSSION HIGHLIGHTS**

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Chairman Mitchell called the meeting to order and asked the audience to introduce themselves. He introduced the agenda item and turned the meeting over to Assistant City Manager Tracy Dodson to start the Economic Development Strategic Plan presentation. Mrs. Dodson introduced Ernie Reigel to provide an update on NewCo.

**Economic Development Strategic Plan/NewCo**

Mrs. Dodson provided the committee with information on the project management portion of the Economic Development Strategic Plan. Ernie Reigel continued the discussion with an update on NewCo and the transition plans to combine the Charlotte Chamber and Charlotte Regional Partnership (CRP) organizations into one structure/business model. Mr. Reigel was appointed by the joint boards of the Chamber and CRP as Interim Director of NewCo to lead the planning and execution of the operational integration. Mr. Reigel provided information on his work to create a strategic, unified approach. He

also invited the committee to attend the joint annual meeting of the CRP and Chamber on November 27, 2018 where they will announce the NewCo organization and the leadership structure.

The committee discussion produced the following input and feedback:

- Ensure commonality to identify business development opportunities
- Provide clarification on the city's investment, financial requests and ask of city staff
- Identify roles of CRP/Chamber (NewCo) and city
- Know financial asks of other regions
- Flowchart of the NewCo organization and how it connects with the City's efforts
- Support idea of combining economic development efforts to make things seamless
- Market what our key stakeholders are doing
- Ensure what success looks like for new CEO candidate
- Explore budget resources needed for ED Department to carry out efforts short-term (by January 2019) and long-term
- Have conversations upfront with businesses to encourage them to be good corporate partners to help council with their priorities (ex. Project PIECE, MWSBE's, etc.)
- Have ongoing conversations with NewCo once things are finalized
- Have check-in points on progress of NewCo, as well as budget discussions

The committee also thanked Mr. Reigel for his valuable service and presentation.

**Next Meeting:**

The next committee meeting is scheduled on November 15 at 2:00pm to continue discussions on the Economic Development Strategic Plan.

The meeting adjourned at 3:50p.m.